

**BY ORDER OF THE
SECRETARY OF THE AIR FORCE**



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Personnel

***PERSONAL COMMERCIAL SOLICITATION
ON AIR FORCE INSTALLATIONS***

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This Air Force Instruction (AFI) implements Air Force Policy Directive (AFPD) 36-29, *Military Standards*, and Department of Defense (DoD) Instruction (DoDI) 1344.07, *Personal Commercial Solicitation on DoD Installations*. This AFI is applicable to all Active Duty, Air Force Reserve and Air National Guard units or installations. This publication may be supplemented at any level, but all direct Supplements must be routed to the OPR of this publication for coordination prior to certification and approval. Requests for waivers must be submitted through chain of command to the OPR listed above for consideration and approval. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the Air Force Form 847, *Recommendation for Change of Publication*; route Air Force Form 847s from the field through the appropriate functional chain of command. Requests for waivers must be submitted through chain of command to the OPR listed above for consideration and approval. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with (IAW) AFMAN 33-363, *Management of Records*, and disposed of IAW the Air Force Records Information Management System Records Disposition Schedule.

SUMMARY OF CHANGES

This interim change will update language found in paragraph 2.5.5. and Attachment 2, reassigns the requirement for Wing/CC's to the non-government non-commercial organization to submit packages for approval, incorporates a time limit on approved packages to ensure periodic reviews, eliminates installation-level assessment A&FRC's summary of trainer interview and

recommendations or approval/disapproval, and eliminates requirement for a cover memo reflecting the installation commander's support. It will also remove paragraph 2.4. as it is not necessary to repeat the Department of Defense Issuance.

Chapter 1

OVERVIEW

1.1. Overview. This instruction establishes guidance and procedures for personal commercial solicitations on Air Force installations consistent with DoDI 1344.07.

1.2. Roles and Responsibilities

1.2.1. Deputy Assistant Secretary of the Air Force for Manpower and Reserve Affairs, Force Management Integration (SAF/MR) is the approval authority for non-government organization providing education programs.

1.2.2. Air Force Services (AF/A1S) provides program oversight IAW DoDI 1344.07.

1.2.3. Air Force Installation Staff Judge Advocates (SJAs) shall submit reports of withdrawal or notification of denial to a request of commercial solicitation privileges through their Major Command (MAJCOM) SJAs to Air Force Administrative Law Directorate (AF/JAA) within 15 calendar days. Reports shall identify the following information: 1) name of installation; 2) name of company/agent to include physical and mailing address, and names of any subsidiary companies; 3) date of suspension or denial of request; 4) action taken; and 5) reason for action. AF/JAA will submit quarterly reports to A1S.

1.2.4. The Installation Commander has the overall responsibility for controlling access to the installation and may deny or limit that access on the part of individuals, groups, or entities. For the purpose of commercial solicitation, this authority may not be delegated below the level of the Deputy Group Commander, Mission Support Group/Air Base Group or equivalent.

Chapter 2

COMMERCIAL SOLICITATION

2.1. Requirements. Personal commercial solicitation may be permitted only if the following requirements are met IAW DoDI 1344.07.

2.1.1. The solicitor agrees to provide each person solicited DD Form 2885, *Personal Commercial Solicitation Evaluation*, during the initial appointment. The person being solicited is not required to complete the evaluation, however, completed evaluations should be sent by the person who was solicited to the office designated by the installation commander on the back of the evaluation form.

2.1.2. The solicitor agrees to provide Air Force personnel with a written reminder, prior to their making a financial commitment, that free legal advice is available from the Office of the SJA.

2.2. Prohibited Practices are IAW DoDI 1344. 07 and the following.

2.2.1. Procuring, attempting to procure, supplying, or attempting to supply non-public listings of Air Force personnel for purposes of commercial solicitation, except for releases made IAW AFD 33-3, *Information Management*.

2.2.2. Air Force personnel making personal commercial solicitations or sales to Air Force personnel who are junior in rank or grade, or to the family members of such personnel, except as authorized in Section 2-205 and 5-409 of DoD 5500.07-R, *Joint Ethics Regulation*.

2.2.3. Using any portion of installation facilities, including quarters, as a showroom or store for the sale of goods or services, except as specifically authorized by DoDD 1330.17, *Armed Services Commissaries Operations*, DoDI 1015.10, *Military Morale, Welfare and Recreation (MWR) Programs*, AFI 34-223, *Private Organizations (PO) Program*, and AFI 34-211 (I), *Army and Air Force Exchange Service General Policies*. This does not apply to normal home enterprises that comply with applicable State and local laws and installation rules.

2.3. Denial, Suspension, and Withdrawal of Installation Solicitation Privileges.

2.3.1. Failure to incorporate and abide by the Standards of Fairness policies contained in AFI 36-2906, *Personal Financial Responsibility*.

2.3.2. The installation commander shall ensure any denial, suspension, withdrawal or reinstatement of an agent or company's solicitation privileges is reported by the installation SJA to AF/JAA through their MAJCOM. AF/JAA will notify the AF Requirements Division (AF/A1S), AF/JA and SAF/MR. In turn, SAF/MR will submit any names of companies to the Principal Deputy Under Secretary of Defense for Personnel and Readiness (PDUSD (P&R)), which will maintain a list of insurance and financial product companies and agents currently barred, banned or otherwise limited from soliciting on any or all DoD installations. This list may be viewed at www.commanderspage.com. If warranted, the installation commander may recommend to the Military Department concerned that the action taken be extended to other DoD installations. The Military Department may extend the action to other military installations in the Military Department. The PDUSD(P&R), following consultation

with the Military Department concerned, may order the action extended to other Military Departments.

2.4. Deleted.

2.5. Financial Educational Programs.

2.5.1. The Airman and Family Readiness Center (A&FRC) shall develop and disseminate information and provide educational programs for members of the Air Force on their personal financial affairs, including such subjects as insurance, Government benefits, savings, budgeting, and other financial education and assistance requirements. The A&FRC shall ensure that all instructors are qualified as appropriate for the subject matter presented. The services of representatives of authorized on-base banks and credit unions may be used for this purpose. Under no circumstances shall commercial agents, including representatives of loan, finance, insurance, or investment companies, be used for this purpose. Presentations shall only be conducted at the express request of the installation commander.

2.5.2. The A&FRC shall also make qualified personnel and facilities available for individual counseling on loans and consumer credit transactions in order to encourage thrift and financial responsibility and promote a better understanding of the wise use of credit, as prescribed in DoD 7000.14-R, Volume 5, Chapter 34.

2.5.3. Commanders, managers and supervisors at all levels, shall encourage military members to seek advice from a legal assistance officer, the installation financial counselor, their own lawyer, or a financial counselor, before making a substantial loan or credit commitment.

2.5.4. The Air Force shall provide advice and guidance to Air Force personnel who have a complaint under AFI 36-2906, or who allege a criminal violation of its provisions, including referral to the appropriate regulatory agency for processing of the complaint. Air Force members shall report any incidents through their local leadership to their local SJAs Office.

2.5.5. Educators from non-government, non-commercial organizations expert in personal financial affairs and their materials may, with appropriate disclaimers, provide the educational programs and information required by this instruction if approved by SAF/MR.

2.5.5.1. All non-government, non-commercial organizations providing services and materials on personal financial affairs must be on a SAF/MR-approved list prior to transacting business on an AF installation.

2.5.5.2. If an organization is not yet on the approved list, the organization must submit a formal written request for approval to SAF/MR.

2.5.5.2.1. The required content of packages submitted for approval is outlined in Attachment 2.

2.5.5.2.2. SAF/MR approvals shall remain valid for a period not to exceed 36 months from the date of approval, provided the actions of the organization remain compliant with all relevant clauses of DoDI 1344.07.

2.5.5.2.3. SAF/MR will notify AF/A1S and AF/JAA when they add or remove an educator from the approved list.

2.5.5.2.4. SAF/MR, AF/A1S, and AF/JAA will maintain a list of educators approved by SAF/MR.

2.5.5.2.5. Presentations by approved organizations shall be conducted only at the express request of the installation commander pursuant to all provisions of DoDI 1344.07.

Chapter 3

VOLUNTARY EDUCATION

3.1. Education and Training Flight Managers. Managers are responsible for ensuring existing agreements with on-base academic institutions are preserved and that duplication of offerings on Air Force installations are avoided. Guidelines for establishing, maintaining, and operating voluntary education programs as a continuing practice on a federal installation are found in AFI 36-2306, *Voluntary Education Program*. Since tuition assistance can be provided only for courses and degree programs offered by institutions accredited by a national or regional accrediting body recognized by the Department of Education, those are the only academic institutions that may be approved for on-base solicitation to Air Force personnel.

3.2. Academic institutions. Academic institutions must have a memorandum of understanding (MOU), signed by the leadership of the academic institution and the installation commander, to conduct degree programs on base. Academic institutions include all schools: a) with either regional or national accreditation; b) using traditional classroom delivery of courses, electronic delivery of courses or both; c) without regard to the geographical location of the home or satellite campus; d) who are members of Servicemembers Opportunity College.

3.2.1. For the period of time specified in the MOU, the academic institution may conduct the business required to assist their students with pursuit of an education goal to include on-base courses, academic advisement, and commercial solicitation. Any academic institution without an MOU does not have the same rights and responsibilities, however, they may request permission for access to pre-approved locations on-base, on a non-permanent, non-recurring basis, for the purpose of commercial solicitation with pre-arranged individuals. If permission is granted, they must follow the policies for commercial solicitation as outlined in this instruction.

3.2.1.1. The commercial solicitors, academic institutions in this case, must be licensed and compliant with Federal, State, State Board of Education (in some States if schools are out-of-State), and municipal laws as well as installation regulations.

3.2.1.2. Overseas, solicitors representing academic institutions must in addition observe the applicable laws of the host country, any tri-Service contract restrictions, and the policies of the executive agent (Army in Europe and Air Forces in Pacific) for the commercial service or product.

3.2.1.3. Personal commercial solicitation on-base by academic institutions must first have permission of the local installation commander, or their designated representative (for academic institutions will normally be the servicing Education and Training Flight Chief).

3.2.1.4. Permission to conduct commercial solicitation must be extended to academic institutions on an equitable basis.

3.2.1.5. Specific appointments must be made with individuals concerned and the commercial agents must identify themselves as representing the specific academic institution.

3.2.1.6. Those appointments will only be conducted in areas specified by the installation commander, or designated representative, and in compliance with **paragraph 3.2.1.**

3.2.1.7. Sales literature for academic institutions may only be displayed in locations specified by the installation commander, or designated representative.

3.2.1.8. Desk space used for interviews must be managed through pre-arranged appointments.

3.2.1.9. Presentations (such as school fairs or job fairs) shall be conducted by academic institutions without approved MOUs only with express permission of the local installation commander or designated representative, and consistent with “general rules” described in this section.

3.2.1.10. Military members shall be encouraged to seek advice (e.g., legal, personal financial management counseling, supervisory mentoring) before making a substantial financial commitment to an academic institution if part of the solicitation is beyond service benefits such as tuition assistance or G.I. Bill benefits. The Air Force can provide advice if a military member has a complaint under Public Law 90-321, Truth and Lending Act.

3.3. Prohibitions pertaining to voluntary education and training.

3.3.1. Air Force personnel may not represent, or appear to represent, an academic institution in any official capacity, with or without compensation.

3.3.2. Air Force personnel may not designate themselves as a counselor or advisor representing the AI.

3.3.3. No academic institution display signs are permitted during appointments at pre-arranged locations.

3.3.4. Military official and unofficial notices, such as a “Daily Bulletin” or e-mail, cannot announce the presence of an academic institution agent or their availability.

3.3.5. Commercial solicitation of DoD personnel in a mass or captive audience is prohibited.

3.3.6. Making appointments with, or soliciting military personnel who are in an “on-duty” status, is prohibited. The prohibition includes solicitation via electronic means over government-provided telecommunications devices (telephone, computers, blackberries, fax machines, etc.).

3.3.7. Commercial solicitation of individuals without an appointment, even in areas approved by appointments by the installation commander, or designated representative, is prohibited.

3.3.8. Use of official DoD identification by active, retired, National Guard, or Reserve members for the purpose of access to military installations or facilities to conduct, or to facilitate personal introduction for the purpose of commercial solicitation is prohibited.

3.3.9. Release of listings of Air Force personnel for purposes of commercial solicitation except through the DoD Freedom of Information Act Program covered in AFD 33-3, is prohibited.

3.3.10. Using any portion of a base installation as a showroom of services without the permission of the installation commander, or designated representative, is prohibited.

3.3.11. The following practices by academic institutions are prohibited on all AF installations:

3.3.11.1. The offering of unfair, improper, and deceptive inducements.

3.3.11.2. The use of rebates, or inclusion of prohibited Military tuition assistance benefits, to facilitate transactions or eliminate competition.

3.3.11.3. The use of manipulative, deceptive, or fraudulent devices, schemes or artifices, including misleading advertising and sales literature.

3.3.11.4. The use of oral or written representations to suggest or give the appearance that DoD sponsors or endorses any particular academic institution, its agents, or its commercial services.

3.3.12. Entering into any unauthorized or restricted area is prohibited.

3.3.13. Soliciting door to door is prohibited.

3.4. Revoking Permissions. The installation commander may deny or revoke previously granted permission to a company, academic institution in this case, and its agents to conduct commercial solicitation under any of the following circumstances:

3.4.1. Commission of any of the prohibited practices.

3.4.2. Substantiated complaints or adverse reports regarding quality of product and services in the manner in which they were offered for purchase.

3.4.3. Personal misconduct of an academic institution representative while on the installation.

3.5. Withdrawal of Solicitation Privileges. This may be limited to the academic institution representative or extend to the entire academic institution. The installation commander may make an immediate suspension of solicitation privileges for 30 days, if circumstances dictate, while an investigation is conducted. If warranted, the installation commander may recommend through AF/JA that this action be extended to other DoD installations and the PDUSD(P&R), may even extend this action to other Military Departments.

DARRELL D. JONES, Lt Gen, USAF
DCS, Manpower, Personnel and Services

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

DoDI 1000.11, *Financial Institutions on DoD Installations*, 16 January 2009

DoDI 1015.10, *Military Morale, Welfare, and Recreation (MWR) Programs*, 6 July 2009

DoDI 1330.17, *Armed Services Commissaries Operations*, 8 October 2008

DoDI 1344.7, *Personal Commercial Solicitation on DoD Installations*, 30 March 2006

DoD 5500.7-R, *Joint Ethics Regulation*

DoD 7000.14-R, Volume 5, Chapter 34, *Financial Institutions on DoD Installation*, February 2011

AFPD 36-29, *Military Standards*, 29 October 2009

AFPD 33-3, *Information Management*, 8 September 2011

AFI 34-211(I), *Army and Air Force Exchange Service General Policies*, 30 July 2008

AFI 34-223, *Private Organizations (PO) Program*, 8 March 2007

AFI 36-2906, *Personal Financial Responsibility*, 30 May 2013

AFMAN 33-363, *Management of Records*, 1 March 2008

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*

DD Form 2885, *Personal Commercial Solicitation Evaluation*

Abbreviations and Acronyms

A&FRC—Airman & Family Readiness Center

AFI—Air Force Instruction

AFMAN—Air Force Manual

AFPD—Air Force Policy Directive

DoD—Department of Defense

DoDI—Department of Defense Instruction

IAW—In Accordance With

MAJCOM—Major Command

MOU—Memorandum of Understanding

OPR—Office of Primary Responsibility

PDUSD (P&R)—Principal Deputy Under Secretary of Defense for Personnel and Readiness

SJA—Staff Judge Advocate

Terms

Agent— An individual who receives compensation as a salesperson or whose compensation is dependent on volume of sales or products.

Commercial Sponsorship— The act of providing assistance, funding, goods, equipment, or services to an MWR program or event by an individual, agency, association, company or corporation, or other entity (sponsor) for a specified (limited) period of time in return for public recognition or advertising promotions.

Personal Commercial Solicitation— Personal contact, to include meetings, meals, or telecommunications contact, for the purpose of seeking private business or trade.

Suspension— Temporary termination of privileges pending completion of a commander's inquiry or investigation.

Withdrawal— Termination of privileges for a set period of time following completion of a commander's inquiry or investigation.

Attachment 2**REQUIREMENTS FOR GUEST TRAINER PROPOSALS**

A2.1. All packages submitted by a non-government, non-commercial organization for SAF/MR approval must contain the following information. Incomplete packages will not be processed, but will be returned without action.

A2.1.1. Proof of the trainer's tax exempt status under Title 26 United States Code Section 501 (c) (3) or 501 (c) 23.

A2.1.2. A description of the trainer's educational background and qualifications.

A2.1.3. A copy of the actual course syllabus outlining the course of study.

A2.1.4. Any proposed course evaluation forms or class surveys.

A2.1.5. A copy of any slide presentations and/or training materials.

A2.2. Training materials will not include endorsement or promotions of commercial services or suggest preferential treatment of any individual corporation, product or service.

A2.3. Additional training materials will not be marketed or sold before, during or after training sessions and personal information on class attendance will not be provided to the trainer.

A2.4. All training materials must include appropriate disclaimers to clarify that the trainer is not associated with, or endorsed by, the DoD or the Department of the AF.

A2.5. Educational presentations by approved trainers will only be conducted at the express request of the installation commander. The installation commander also exercises discretion on the duration of the training; classes may be discontinued at any time, in the commander's discretion, based on good cause shown.